

planning Your Wedding

2011 rate card #6

DISTRIBUTION: 10,000

CIRCULATION:

This publication will be distributed by local retailers and at bridal shows in northeast Indiana. Approximately 8,400 *Planning Your Wedding* magazines will be mailed with the October issue of *Business People* magazine.

PUBLICATION DATE: OCTOBER

CONTENTS:

Planning Your Wedding contains helpful information from local and national experts. It provides an excellent advertising opportunity for businesses to reach the regional bridal market.

COLOR ADVERTISING RATES:

FULL PAGE	\$1320
$\frac{2}{3}$ PAGE HORIZONTAL	1220
$\frac{2}{3}$ PAGE VERTICAL	1220
$\frac{1}{2}$ PAGE HORIZONTAL	1121
$\frac{1}{2}$ PAGE VERTICAL	1070
$\frac{1}{3}$ PAGE HORIZONTAL	915
$\frac{1}{3}$ PAGE BOX	865
$\frac{1}{4}$ PAGE PROFILE	2195 *

*price does not include photography cost

COUPON RATES:

COUPON (3.625x4.875in)	\$495
WITH $\frac{1}{2}$ OR LARGER AD	FREE

PREMIUM POSITIONS:

INSIDE FRONT COVER	EARNED RATE PLUS 25%
INSIDE BACK COVER	EARNED RATE PLUS 20%
OUTSIDE BACK COVER	EARNED RATE PLUS 50%
FIXED POSITION	EARNED RATE PLUS 10%

DEADLINES:

EDITORIAL SOURCE DEADLINE	AUGUST 12, 2011
AD RESERVATION DEADLINE	AUGUST 26, 2011
AD MATERIAL DEADLINE	SEPTEMBER 9, 2011



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